



1/12

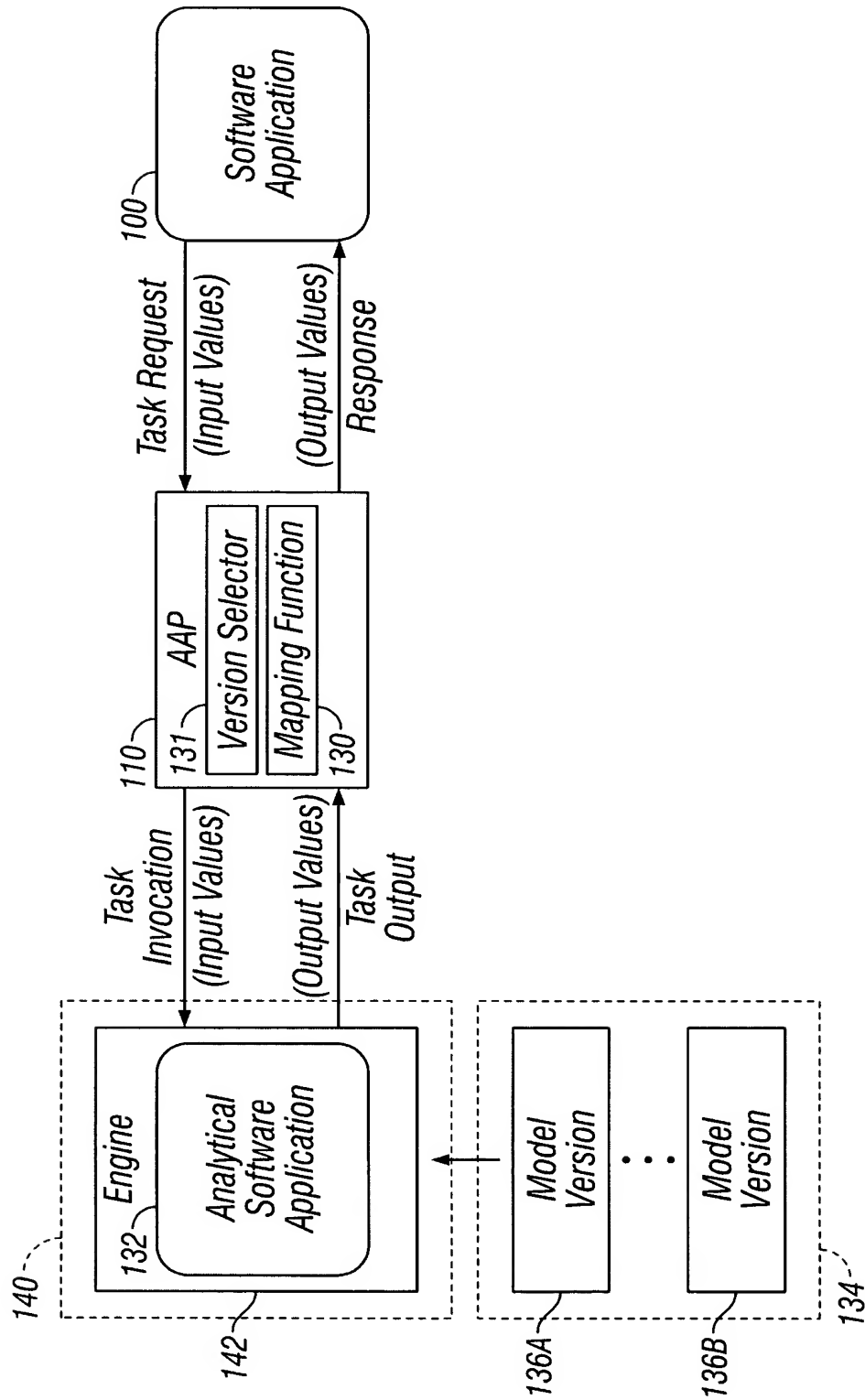
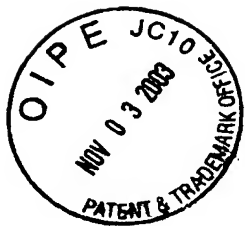


FIG. 1A



2/12

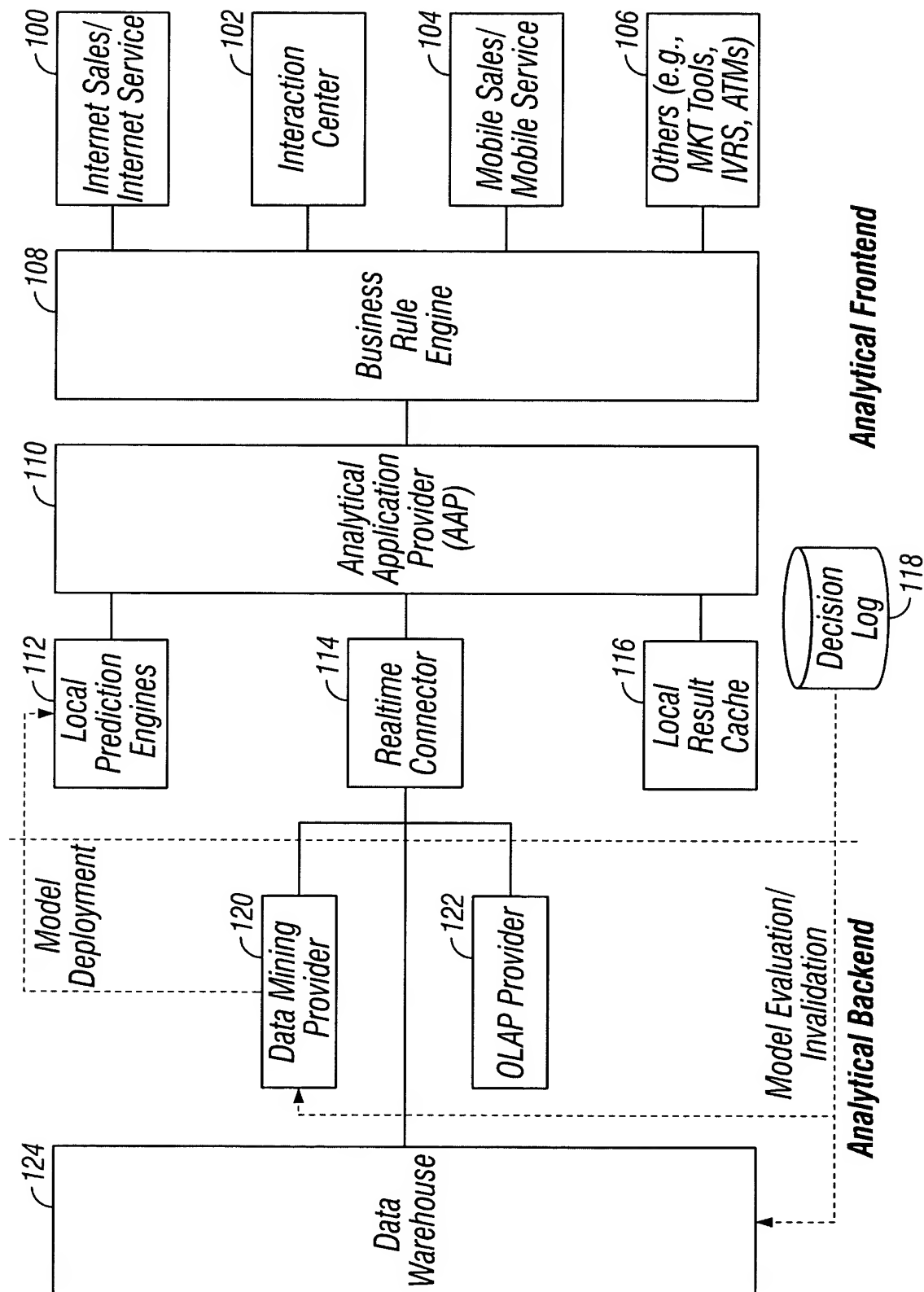
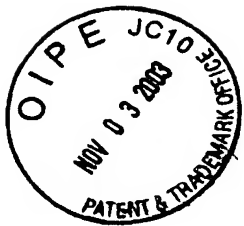


FIG. 1B



3/12

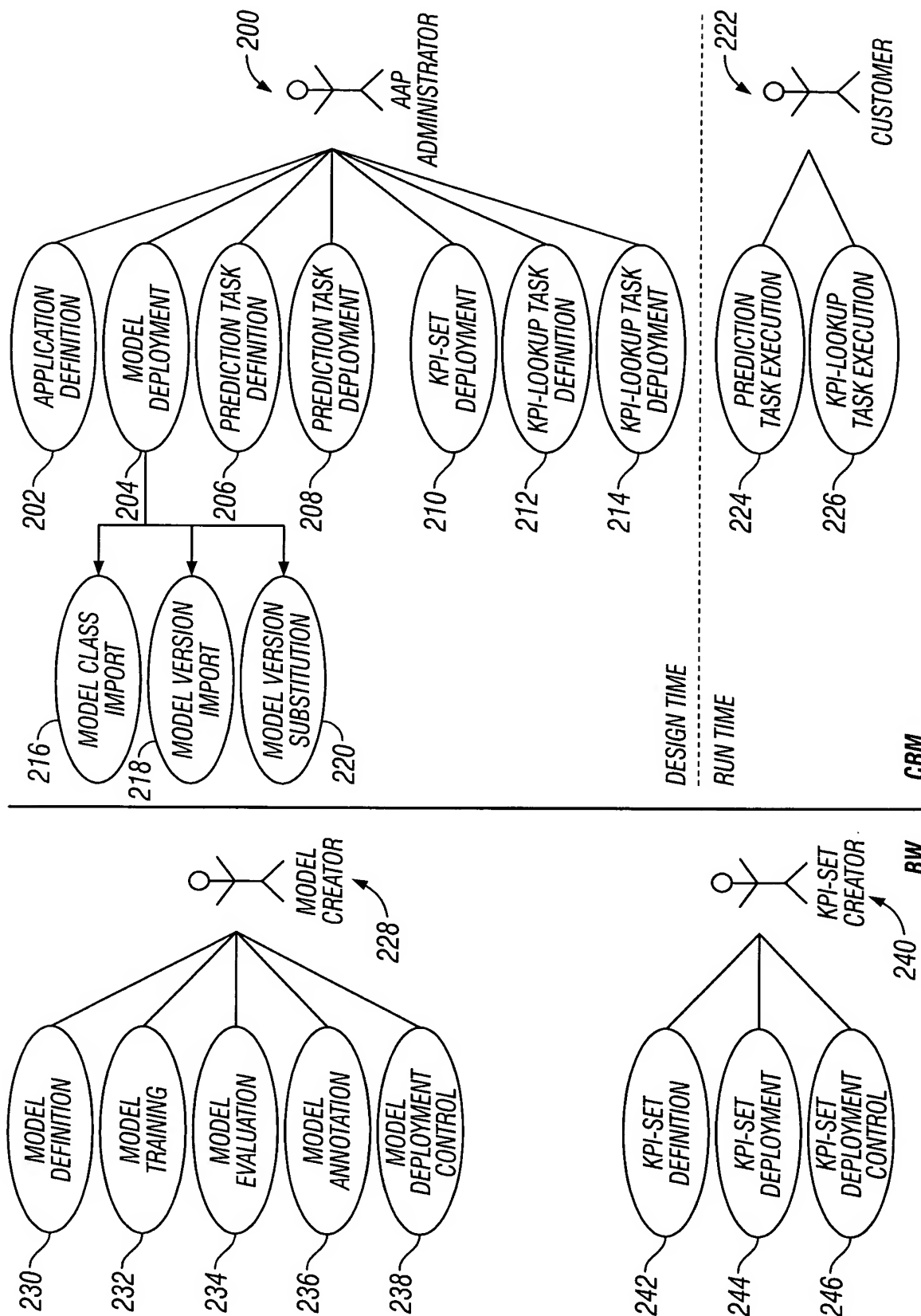


FIG. 2

4/12

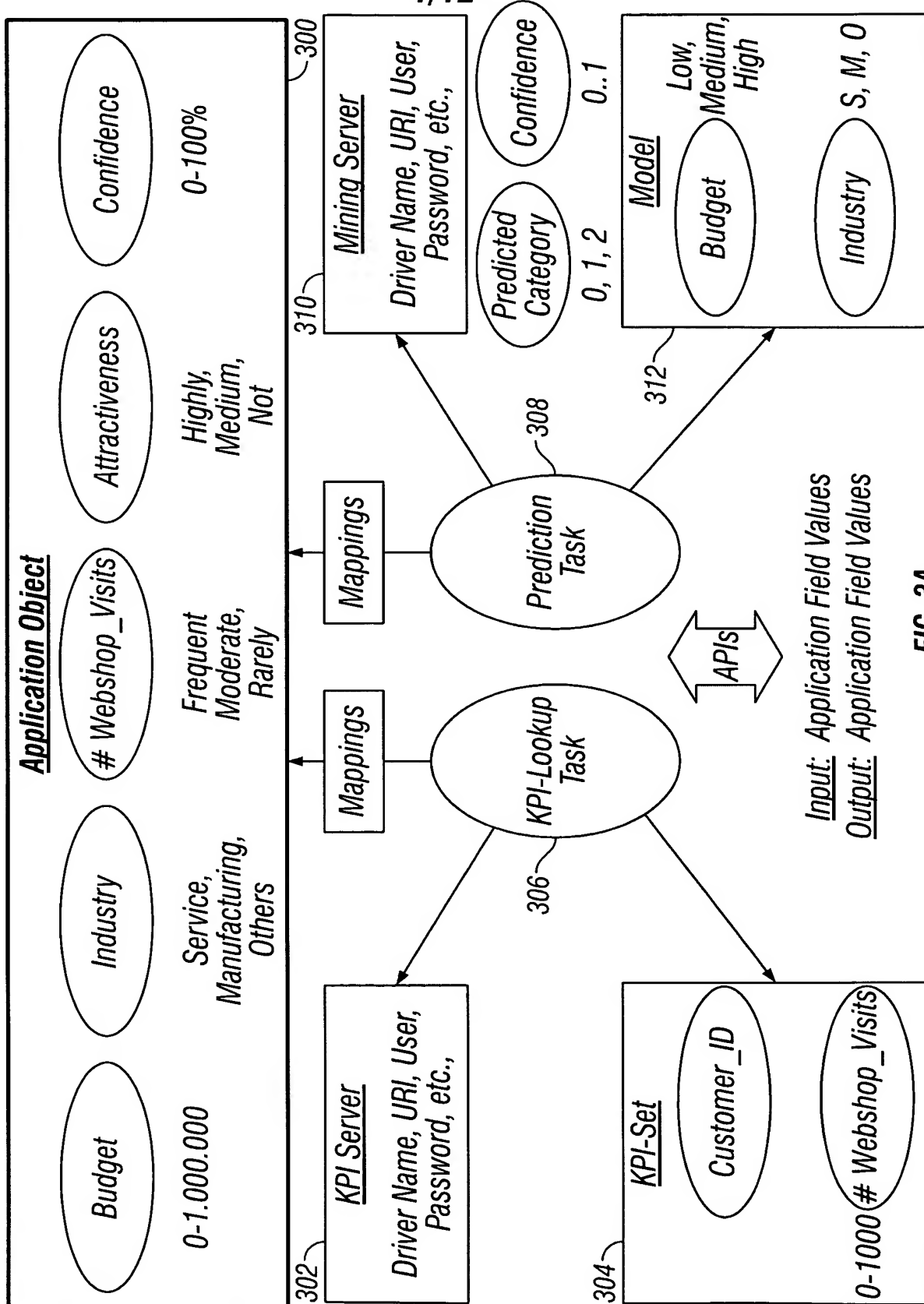
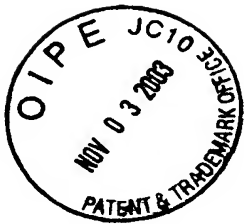


FIG. 3A





6/12

400

Application Declaration

Application name: Internet Sales 402

Description: CRM Internet Sales Appl. 404

IMPORT METADATA... 406

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

408

410

CREATE PREDICTION TASK...

SHOW DEFAULT MAPPINGS...

412

CREATE KPI-LOOKUP TASK...

FIG. 4



7/12

500

Model Class Details

Mining Model Class: 502

MyCustClass

Classification of customers

504

Description: 506

This model classifies our customers in classes based on profile data they have specified when they logged on to our Internet shop and based on data taken from Customer master data.

No of Versions: 508

2

Prediction Input Fields 510

CUSTOMER\_AGE

details

CUSTOMER\_GENDER

details

CUSTOMER\_ORDERS

details

CUSTOMER\_REVENUE

details

Prediction Output Fields 514

PREDICTED\_CLASS

details

FIG. 5A



8/12

530

Model Version Details

Mining Model Class: 502 MyCustClass 504

Version/Deploym. Time: 532 WW\_2001 534

2 536 14.02.2002, 06:30 538

Training Time: 540 05.01.2002, 17:12 542 Deployment by: Michael

Description: 544 This version is based on a more accurate (cleansed) customer base as of 2001, and with the non-European customers added as compared to version 1.

Prediction Input Fields

CUSTOMER\_AGE details 514

CUSTOMER\_ORDERS details

CUSTOMER\_REVENUE details

Prediction Result Field

PREDICTED\_CLASS details 514

Supplementary Fields

CUSTOMER\_GENDER details 548

VISUALIZE

SHOW PREDICTION TASKS 550

CREATE PREDICTION TASK 552

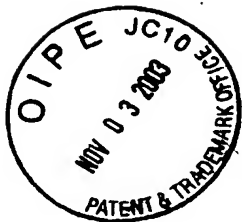
WHAT-IF TEST

REFRESH

546

FIG. 5B





9/12

600

Model Class: Field Details

Mining Model Class:

602

My Mining Model

604

Classification of customers

Version:

606

WW\_2001

608

Classification of World-Wide Customers 2001

Prediction Input Field:

610

CUSTOMER\_AGE

612

Age of customer in years [1..200]

PMML Type:

614

CONTINUOUS

616

NON-CYCLIC

Data Type:

618

Integer

Description:

620

This field contains the age of the customer in years [1..200]

FIG. 6A



10/12

630

**Model Version: Field Details**

Mining Model:  602

Version/Training Time:  634  636

Prediction Input Field:  610  612

Description: 

This field contains the age of the customer in years [1..200].  
In this version, the mean age of our customers is about 35  
with only few customers younger than 20...

 640

FIG. 6B



11/12

702

704

700

Prediction Task

Prediction Task ID/Name: 706

IS\_CUST\_CLASS

change

Internet Sales Customer Classificat.

Application: 710

Internet Sales

change

CRM Internet Sales Appl.

Mining Model Class: 714

My Mining Model

change

Classification of customers

Version: 718

WW\_2001

change

World-Wide Customers 2001

Prediction Engine: 722

SAP\_LocalPredServer

change

SAP Local Prediction Server

Prediction Input Field 720

CUSTOMER\_AGE

details

Value mapping

BIRTH\_DATE

KPI

CUSTOMER\_GENDER

details

Value mapping

SHOPPER\_GENDER

KPI

CUSTOMER\_ORDERS

details

5

KPI

CUSTOMER\_REVENUE

details

REVENUE\_LASTYEAR

KPI

Prediction Output Field

PREDICTED\_CLASS

details

Value mapping

SHOPPING\_CATEGORY

CONFIDENCE

details

Value mapping

-

WHAT-IF TEST

DEFAULT MAPPING

UNKNOWN APPLICATION

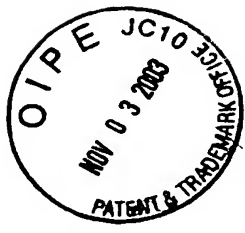
724

726

728

730

FIG. 7A



12/12

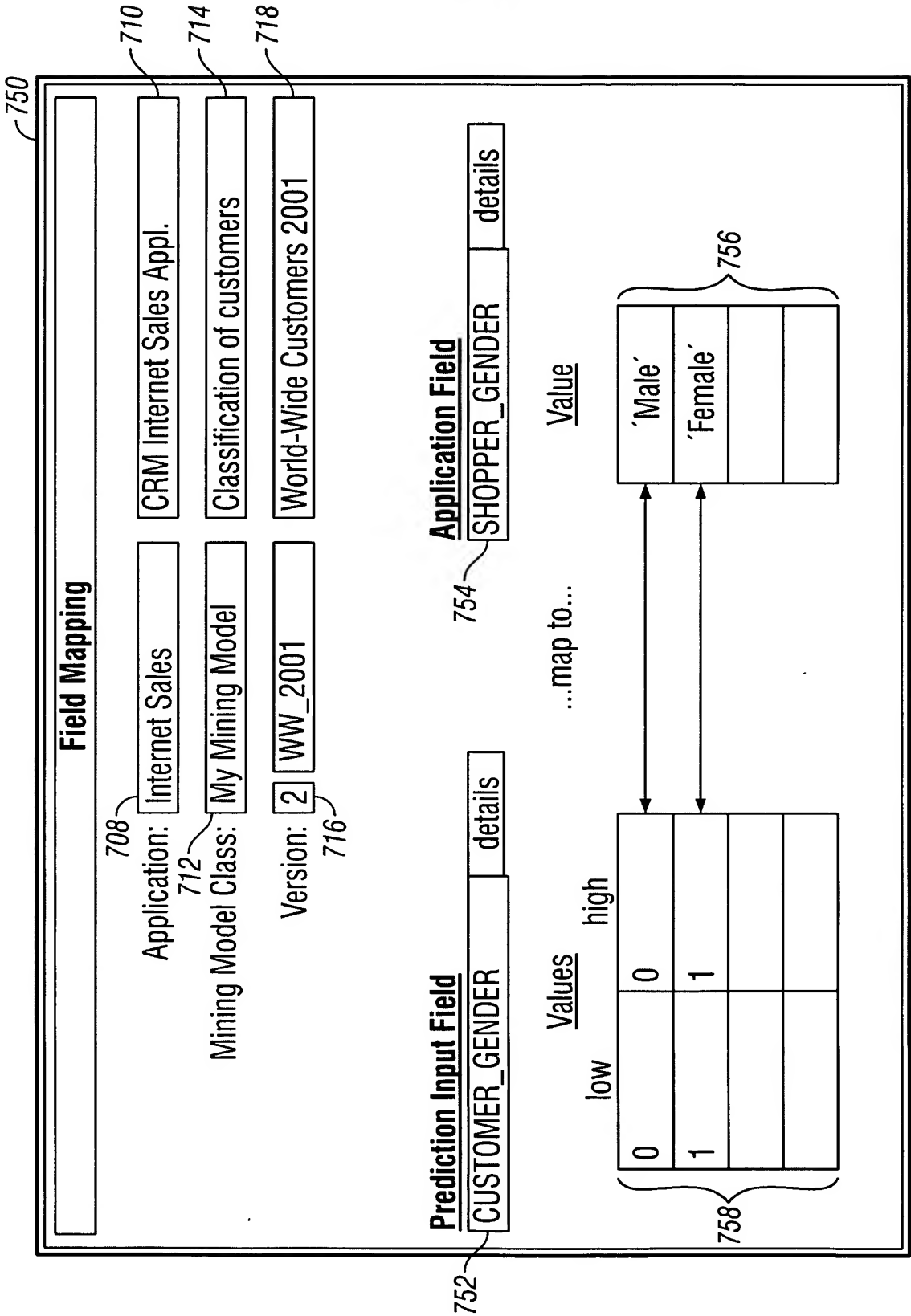


FIG. 7B